

STAFF REPORT

Date: April 24, 2024

To: Mayor and City Council

Through: Doug Thornley, City Manager

Subject: Staff Report (For Possible Action): Approval of 18 sponsorship allocations for special events for fiscal year (FY) 23/24 and 36 sponsorship allocations for special events for FY 24/25 based upon recommendations of the Special Events Sponsorship Committee of the Reno City Council to include: Ninja Run; Walk MS Reno; Earth Day; Biggest Little Half Marathon; ZERO Prostate Cancer Run; Mother's Day Market by Riverside Farmers Market; Bass Camp Biggest Little Block Party; The Reno-Tahoe Odyssey Relay Run Adventure; 2024 Great Basin Community Food Co-op (GBCFC) Annual Seedling Sale; Ride Reno, Spin Sparks; Feed the Camel; Reno River Festival; Juneteenth Parade; Best in the West Beard Festival; Art After Dark; 2024 Reno Gamble; Tri Lab; A Day on Riverside; Artown; Great American Craft Fair Fourth of July Parade; Sierra Nevada Honey and Lavender Festival; Dancing in the Streets; 2024 Silver State Championships; Bass Camp Festival; Boneyard Blast; Art Paws; Bollywood Nights Extravaganza; Hot August Nights; X-Fest "The Alley Project"; India Independence Day; Journal Jog; Reno Labor Fest; Milk & Honey Fest; Reno-Tahoe 5K Fun Run/1 Miler Invitational; Scenes Out West; Dandiya Nights; R5K Run/Walk for Recovery; Believe in Reno; The Great Reno Balloon Race; Fiesta on Wells; Reno Pride; Dirty Wookie Run; Sierra Arts Celebration of Reno; Rock Reno Half Marathon; National Alliance on Mental Illness (NAMI) Walks Reno; 14th Annual "A Time for Remembrance"; Offbeat Music Festival; Great Pumpkin Festival; Decompression; Native Heritage Celebration; Holiday Bazaar by Riverside; Wobble Before You Gobble; and Holiday Lights Festival, in an amount not to exceed \$222,539.83. (Room Tax)

From: Rachel Macintyre, Activation Coordinator

Department: City Manager's Office

Summary:

Staff is requesting approval of 18 sponsorship allocations for special events for fiscal year (FY) 23/24 and 36 sponsorship allocations for special events for FY 24/25 based upon

recommendations of the Special Events Sponsorship Committee to include: Ninja Run; Walk MS Reno; Earth Day; Biggest Little Half Marathon; ZERO Prostate Cancer Run; Mother’s Day Market by Riverside Farmers Market; Bass Camp Biggest Little Block Party; The Reno-Tahoe Odyssey Relay Run Adventure; 2024 Great Basin Community Food Co-op (GBCFC) Annual Seedling Sale; Ride Reno, Spin Sparks; Feed the Camel; Reno River Festival; Juneteenth Parade; Best in the West Beard Festival; Art After Dark; 2024 Reno Gamble; Tri Lab; A Day on Riverside; Artown; Great American Craft Fair 4th of July Parade; Sierra Nevada Honey and Lavender Festival; Dancing in the Streets; 2024 Silver State Championships; Bass Camp Festival; Boneyard Blast; Art Paws; Bollywood nights Extravaganza; Hot August Nights; X-Fest “The Alley Project”; India Independence Day; Journal Jog; Reno Labor Fest; Milk & Honey Fest; Reno-Tahoe 5k Fun Run / 1 Miler Invitational; Scenes Out West; Dandiya Nights; R5K Run/Walk for Recovery; Believe in Reno; The Great Reno Balloon Race; Fiesta on Wells; Reno Pride; Dirty Wookie Run; Sierra Arts Celebration of Reno; Rock Reno Half Marathon; National Alliance on Mental Illness (NAMI) Walks Reno; 14th Annual “A Time for Remembrance”; Offbeat Music Festival; Great Pumpkin Festival; Decompression; Native Heritage Celebration; Holiday Bazaar by Riverside; Wobble Before You Gobble; and Holiday Lights Festival.

Consent Review	Yes	No
1. Is this item an annual or standard item that comes before Council for regular approval?	X	
2. Is this item an agreement required based on an item previously approved by Council?	X	
3. Is this item included in the current budget approved and adopted by Council?	X	
Other Considerations		
What percent of the total City budget does this item represent?	0.02%	

Alignment with Strategic Plan:

Economic and Community Development

Previous Council Action:

December 18, 2023 - Council approved the Special Events Sponsorship Committee’s recommendation allocating \$25,442.96 for FY23 to 9 special events.

August 14, 2023 - Council approved the Special Events Sponsorship Committee’s recommendation allocating \$128,793 for FY23 to 28 special events.

July 23, 2023 - Council approved the Special Events Sponsorship Committee recommendation allocating \$190,000 for FY23 to 23 special events.

April 12, 2023 - Council directed staff to modify the Special Events Sponsorship Committee funding process including an update to the sponsorship committee membership and the steps required for sponsorship approval by Council previously outlined in Resolution 7931.

March 22, 2023 - Council directed staff to revise the Special Events Sponsorship Policy.

January 15, 2014 - Council adopted Resolution No. 7931, Resolution Adopting the Revised Special Events Sponsorship Policy.

Background:

Transient Lodging Taxes are a widely used tool by municipal governments to increase revenue, reduce reliance on property taxes, and encourage tourism in a way that is minimally impactful on residents. A central component of the City of Reno Room Tax Fund is the activation of the urban core, particularly through special events sponsorship. Special events activate downtown corridors by increasing foot traffic, creating a sense of community, highlighting unique features of the area, generating revenue, and encouraging investment.

Due to changes in staff and Council, Special Event Sponsorships were not contracted in FY23. Room tax revenue was encumbered for distribution for events held in FY23 to support their ongoing contribution to the Reno community.

In April 2023, Council amended the process for recommending and approving the allocation of special event sponsorship funds.

Discussion:

Descriptions of the special events recommended for funding in this special event funding cycle are as follows:

Suzi Stempeck is presenting the 7th Annual Ryan Volker and Rose Scarpa Memorial Scholarship 5K Ninja Run on April 7, 2024. In-kind services in the amount of \$305 have been recommended by the Special Events Sponsorship Committee.

National MS Society is presenting Walk MS Reno on April 13, 2024. In-kind services in the amount of \$3,426.67 have been recommended by the Special Events Sponsorship Committee.

Great American Craft Fairs is presenting Earth Day on April 20, 2024. In-kind services in the amount of \$6,432.37 have been recommended by the Special Events Sponsorship Committee.

Reno Races is presenting The Biggest Little Half Marathon on April 28, 2024. In-kind services in the amount of \$8,941.56 have been recommended by the Special Events Sponsorship

Committee.

Scott Kerr is presenting ZERO Prostate Cancer Run on October 12, 2024. In-kind services in the amount of \$307.50 have been recommended by the Special Events Sponsorship Committee.

Riverside Farmers Market is presenting Mother's Day Market by Riverside Farmers Market on May 12, 2024. In-kind services in the amount of \$384.99 have been recommended by the Special Events Sponsorship Committee.

Bass Camp is presenting Bass Camp Biggest Little Block Party May 17-18, 2024. In-kind services in the amount of \$2,631.22 of have been recommended by the Special Events Sponsorship Committee.

Race 178 is presenting the Reno-Tahoe Odyssey Relay Run Adventure May 31-June 1, 2024. In-kind services in the amount of \$1,315.58 have been recommended by the Special Events Sponsorship Committee.

Great Basin Community Food Co-Op is presenting the 2024 GBCFC Annual Seedling Sale on May 18, 2024. In-kind services in the amount of \$311.50 have been recommended by the Special Events Sponsorship Committee.

Truckee Meadows Bicycle Alliance is presenting Ride Reno, Spin Sparks on May 18, 2024. In-kind services in the amount of \$500 have been recommended by the Special Events Sponsorship Committee.

Melissa Williams is presenting Feed the Camel this summer as a weekly food truck event every Wednesday from June through August 2024. In-kind services in the amount of \$595 have been recommended by the Special Events Sponsorship Committee.

Liquid Blue Events is presenting Reno River Festival June 7-9, 2024. In-kind services in the amount of \$13,500 have been recommended by the Special Events Sponsorship Committee.

Northern Nevada Black Cultural Awareness Society (NNBCAS) is presenting the Juneteenth Parade on June 19, 2024. In-kind services in the amount of \$10,195 have been recommended by the Special Events Sponsorship Committee.

The Altruistic American is presenting the Best in the West Beard Festival on June 22, 2024. In-kind services in the amount of \$2,694.56 have been recommended by the Special Events Sponsorship Committee.

Superorganism Art is presenting Art After Dark this summer as a monthly series from June through August 2024. In-kind services in the amount of \$1,416 have been recommended by the Special Events Sponsorship Committee.

The Reno Aquatic Club is presenting the 2024 Reno Gamble on June 21, 2024. In-kind services in the amount of \$3,510 have been recommended by the Special Events Sponsorship Committee.

Reno Bike Project is presenting Tri Lab on June 13, 2024. In-kind services in the amount of \$182.81 have been recommended by the Special Events Sponsorship Committee.

Dorinda's Chocolates is presenting A Day on Riverside on June 15, 2024. In-kind services in the amount of \$1,400 have been recommended by the Special Events Sponsorship Committee.

Artown is presenting Artown, a month-long celebration of the arts, at Wingfield Amphitheater in July 2024. In-kind services in the amount of \$4,000 have been recommended by the Special Events Sponsorship Committee.

Great American Craft Fairs is presenting the Great American Craft Fair Fourth of July Parade and Festival on July 4, 2024. In-kind services in the amount of \$15,747 have been recommended by the Special Events Sponsorship Committee.

Sierra Nevada Honey and Lavender Festival is presenting Sierra Nevada Honey and Lavender Festival on July 14, 2024. In-kind services in the amount of \$2,925.25 have been recommended by the Special Events Sponsorship Committee.

Midtown District is presenting Dancing in the Streets on July 13, 2024. In-kind services in the amount of \$10,000 have been recommended by the Special Events Sponsorship Committee.

Northern Nevada Aquatics is presenting the 2024 Silver State Championships on July 12-14, 2024. In-kind services in the amount of \$2,070 have been recommended by the Special Events Sponsorship Committee.

Reno Cycling Productions is presenting High Desert Revival on July 20, 2024. In-kind services in the amount of \$17,745 have been recommended by the Special Events Sponsorship Committee.

Bass Camp is presenting Bass Camp Festival July 27-28, 2024. In-kind services in the amount of \$8,624.00 have been recommended by the Special Events Sponsorship Committee.

Liquid Blue Events is presenting Boneyard Blast on July 14, 2024. In-kind services in the

amount of \$1,600 have been recommended by the Special Events Sponsorship Committee.

Art Paws Reno is presenting Art Paws on July 21, 2024. In-kind services in the amount of \$125 have been recommended by the Special Events Sponsorship Committee.

White Light Productions is presenting the Bollywood Nights Extravaganza on July 21, 2024. In-kind services in the amount of \$1,113.75 have been recommended by the Special Events Sponsorship Committee.

Hot August Nights is presenting Hot August Nights August 2-12, 2024. In-kind services in the amount of \$20,000 have been recommended by the Special Events Sponsorship Committee.

Riverwalk District is presenting X-Fest “The Alley Project” on August 17, 2024. In-kind services in the amount of \$840 have been recommended by the Special Events Sponsorship Committee.

India Association of Northern Nevada (IANN) is presenting India Independence Day on August 17, 2024. In-kind services in the amount of \$325 have been recommended by the Special Events Sponsorship Committee.

Race 178 is presenting the 53rd Annual Journal Jog 8K on August 25, 2024. In-kind services in the amount of \$2,742.17 have been recommended by the Special Events Sponsorship Committee.

Building and Construction Trades Council of Northern Nevada (BCTNN) is presenting Reno Labor Fest on September 2, 2024. In-kind services in the amount of \$433.96 have been recommended by the Special Events Sponsorship Committee.

Jewish Nevada is presenting the 2024 Milk & Honey Jewish Cultural Festival on September 15, 2024. In-kind services in the amount of \$1,312.74 have been recommended by the Special Events Sponsorship Committee.

Pacwest Productions is presenting Reno-Tahoe 5K Fun Run/1 Miler Invitational on September 15, 2024. In-kind services in the amount of \$4,595.50 have been recommended by the Special Events Sponsorship Committee.

Scenes Out West is presenting Scenes Out West on September 27, 2024. In-kind services in the amount of \$1,144.50 have been recommended by the Special Events Sponsorship Committee.

IANN is presenting Dandiya Nights on September 14, 2024. In-kind services in the amount of

\$604.50 have been recommended by the Special Events Sponsorship Committee.

Center for the Application of Substance Abuse Technologies (CASAT) is presenting R5K Run/Walk for Recovery on September 28, 2024. In-kind services in the amount of \$215 have been recommended by the Special Events Sponsorship Committee.

Bass Camp is presenting Believe in Reno on September 28, 2024. In-kind services in the amount of \$1,140 have been recommended by the Special Events Sponsorship Committee.

The Great Reno Balloon Race is presenting The Great Reno Balloon Race September 6-8, 2024. In-kind services in the amount of \$5,000 have been recommended by the Special Events Sponsorship Committee.

Latino Arte and Cultural is presenting Fiesta on Wells on September 22, 2024. In-kind services in the amount of \$2,640 have been recommended by the Special Events Sponsorship Committee.

Our Center Reno is presenting Reno Pride on September 7, 2024. In-kind services in the amount of \$25,000 have been recommended by the Special Events Sponsorship Committee.

Reno Races is presenting Dirty Wookie Run on October 27, 2024. In-kind services in the amount of \$3,351.50 have been recommended by the Special Events Sponsorship Committee.

Sierra Arts Foundation is presenting Sierra Arts Celebration of Reno on October 5, 2024. In-kind services in the amount of \$1,400 have been recommended by the Special Events Sponsorship Committee.

Reno Races is presenting Rock Reno Half Marathon on October 6, 2024. In-kind services in the amount of \$2,661.74 have been recommended by the Special Events Sponsorship Committee.

NAMI Northern Nevada is presenting NAMI Walks Reno on October 19, 2024. In-kind services in the amount of \$258 have been recommended by the Special Events Sponsorship Committee.

Pregnancy and Infant Loss Support Organizations of the Sierras (PILSOS) is presenting the 14th Annual "A Time for Remembrance" on October 13, 2024. In-kind services in the amount of \$250 have been recommended by the Special Events Sponsorship Committee.

Offbeat Music Festival is presenting Offbeat Music Festival October 4-5, 2024. In-kind services in the amount of \$4,550 have been recommended by the Special Events Sponsorship Committee.

Great American Craft Fairs is presenting the Great Pumpkin Festival on October 5, 2024. In-kind

services in the amount of \$750 have been recommended by the Special Events Sponsorship Committee.

Reno Burners LLC is presenting Decompression on October 12, 2024. In-kind services in the amount of \$4,550 have been recommended by the Special Events Sponsorship Committee.

Sawabe Humano is presenting Native Heritage Celebration on November 10, 2024. In-kind services in the amount of \$764.75 have been recommended by the Special Events Sponsorship Committee.

Riverside Farmers Market is presenting Holiday Bazaar by Riverside on November 24, 2024. In-kind services in the amount of \$263.31 have been recommended by the Special Events Sponsorship Committee.

Desert Sky Adventures is presenting Wobble Before You Gobble on November 28, 2024. In-kind services in the amount of \$4,617.83 have been recommended by the Special Events Sponsorship Committee.

Great American Craft Fairs is presenting the Holiday Lights Festival November 29-30, 2024. In-kind services in the amount of \$11,130 have been recommended by the Special Events Sponsorship Committee.

Financial Implications:

Funds are available in the FY 23/24 and FY 24/25 Special Events Program budget to accommodate the special event sponsorships recommended in this staff report.

Legal Implications:

Reno Municipal Code (RMC) sec. 5.13.080(b) allows Council to enter into sponsorship agreements with event organizers to provide city services such as equipment or personnel and park facility rental fees for special events.

Recommendation:

Staff recommends Council approve 18 sponsorship allocations for Reno special events for FY 23/24 and 36 sponsorship allocations for Reno special events for FY 24/25 funds in a total amount not to exceed \$222,539.83 based upon recommendations of the Special Events Sponsorship Committee (Room Tax), and authorize the Mayor to sign a Sponsorship Agreement with each of the recommended recipients for every special event in a total amount not to exceed \$222,539.83.

Proposed Motion:

I move to approve the recommendations of the Special Events Sponsorship Committee.

Attachments:

Special Events Sponsorship Committee Recommendations